

VOL. 23 NO. 1 SPRING 2012

#### CITY OF MILWAUKEE HEALTH DEPARTMENT NEWSLETTER

Julie Becker, Editor

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Deadline for Next Issue:

MAY 15, 2012

Send materials to Julie Becker at jnbecke@milwaukee.gov



## MILWAUKEE'S CRIBS FOR KIDS PROGRAM RECEIVES \$50,000 GRANT

At a press conference on February 9th, Mayor Tom Barrett announced that the City of Milwaukee's Cribs for Kids Program had been awarded a \$50,000 grant from the UnitedHealth Foundation. This funding will be used to provide Safe Sleep education and portable cribs to new mothers who are in need of a safe place for their infants to sleep. UnitedHealthcare Community Plan President Jeff Nohl presented the check to Mayor Tom Barrett.

Immediately following the press conference, PHN supervisor Jill Radowicz conducted a Safe Sleep clinic for new Milwaukee moms. Safe Sleep clinics do more than teach new mothers what they

can do to keep infants safe and healthy. They also provide practical help by teaching non-threatening approaches to use at home to discuss safe sleep practices with family and others who will be taking care of her child. Each client leaves with sufficient support materials to aid her in this vital endeavor.



Mr. Jeff Nohl presents check to Mayor Tom Barrett





Health Commissioner Bevan Baker, UnitedHealthcare Community Plan President Jeff Nohl and UHC Market Medical Director Dr. Bruce Weiss with Mayor Barrett

Two Milwaukee moms (and one adorable infant) learn Safe Sleep practices from PNH Supervisor Jill Radowicz

## TIMES

## COMMISSIONER'S COMMENTS



Bevan K. Baker, FACHE

The MHD's efforts to combat infant mortality continued full force as 2012 be-

gan, with the January release of the newest ad in its Strong Baby campaign. Featuring Milwaukee's own baby **Madyson** as she lifts a couch to retrieve a stuffed toy frog, the ad delivers the message: "Early prenatal care now for a Strong Baby later."

Madyson is the second of five winners chosen last August in the MHD's "Strong Baby" contest to be featured in the campaign. The first of the ads featuring local contest winners highlighted baby Zaire, and stressed the importance of eating healthy during pregnancy. Developed in partnership with the UWM Zilber School of Public Health, the campaign is integral to meeting the city's goal of reducing the overall infant mortality rate by at least 10 percent by 2017, along with reducing the IMR among African Americans by 15 percent during that time. For every 1,000 births in Milwaukee, more than 10 infants die before their first birthday, and the IMR for African American infants is more than two times greater than that for White infants.

High-quality prenatal care, including access to a health care provider as soon as a woman knows she is pregnant, is essential in helping to reduce that rate, as is eating healthy and quitting smoking during and after pregnancy, and breast feeding and ensuring an infant receives necessary immunizations after



Madyson, held by her mother, shakes hands with Mayor Barrett.

birth – all of which have been highlighted in the Strong Baby campaign. More information is available at www.iwantastrongbaby.com. The ads aim to effectively reach a target audience of young, low-income parents, and have so far been received favorably by the community.

The Strong Baby campaign represents only part of the MHD's ongoing efforts to address this issue in the community, as many of you are aware. The hard work of our employees also plays a key role. On a daily basis, MHD staff work to provide pregnancy testing and health screenings to expectant mothers, home visits

to mothers and their babies, access to cribs for those who can't afford them, access to nutritious foods, health care assistance for the uninsured, and immunizations and blood lead testing to infants and children, among many other services. As our pursuit of this important goal continues, your support and dedication is truly appreciated.



Bevan K. Baker, FACHE Commissioner of Health



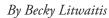












On Friday, Dec. 2, WIC held its first annual Breakfast with Santa at NWHC. WIC families feasted on a healthy breakfast of pancakes, ham, and fruit kabobs. Activities for the kids included listening to Christmas stories, crafts, dancing with the Elves to Christmas songs, and of course, a picture with Santa. Santa gave a scarf to each child, and children also received a "snowman accessory kit" (hat, buttons, a carrot nose, scarf, and "coal" for the eyes and mouth)\* so they could make a snowman with their family.



\*Thanks to Nancy Castro, who gathered approximately 350 small rocks from her garden, and to Becky Litwaitis, who spray painted each one black!











Find the 30 Early Spring words listed below. Answers are on the back page.

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BUNNY	HEART	RAINBOW
CHOCOLATE	JACKET	ST PAT
CLOVER	JELLY BEANS	STORM
CROCUS	LAMB	THAW
DAFFODIL	LEAF	THUNDER
EASTER	LIGHTNING	UMBRELLA
FAUN	MUD	VALENTINE
FLOWER	PEEPS	WARM

Employee Highlight

#### **DARCY DUBOIS**

As a social worker in the MHD's Empowering Families of Milwaukee program, Darcy Dubois does home visits with high-risk families to support healthy growth and development. Her interest in the intersection of health and social work is what drew her into the field of public health about three years ago, when



she joined the MHD. She enjoys her work in public health so much that she is now pursuing her Masters of Public Health at UWM.

In addition to her job, Darcy is passionate about her friends and family. When she isn't working, she enjoys baking, reading and traveling. Recently she took some time to tell us more about herself.

#### What is the most rewarding part of your job?

The most rewarding part of my job is seeing parents believe that they have the ability to raise healthy children and in turn, seeing their children grow up healthy and happy.

#### When you were a kid, what did you want to be when you grew up?

When I was a kid I wanted to be a doctor. Unfortunately, once I got to high school I realized that I didn't like science nearly enough to survive medical school!

#### What would you do if you didn't have to work?

If I didn't have to work I would travel around the world.

#### If you could travel anywhere, where would you go?

If I could travel anywhere, I would start in Peru and do a tour of South America.

#### What is your favorite thing about Milwaukee?

My favorite thing about Milwaukee is the diversity found both in the residents of Milwaukee and in the sights and activities (restaurants, festivals, events, etc.).

#### Do you consider yourself an introvert or an extrovert?

Hmmm...I think I'm right in the middle. In some situations I can be extroverted, but in others I'm much more of an introvert.

#### Do you have any pets?

I have a 4-year-old Shepherd/Labrador mix named Shya.

#### Who is the person you admire the most?

The person I admire most is my mother. She has overcome a lot of adversity in her life and still manages to be a positive, compassionate person, and I strive to follow her example.

If there is a person you would like to see featured in the Employee Highlight, please contact **Julie Becker** at **inbecke@milwaukee.gov** or call **x3526**.

## TIMES

#### WELLNESS Committee Update



By Lisa Phillips

The Wellness Committee has a variety of educational activities each month which deal with many aspects of our health: mental, emotional, and physical. Look for flyers with details each month. Your representative works hard to bring you some excellent topics and we hope you will take a few minutes to attend. As a reminder, 30 minutes of the presentation is considered work time.



**Yvonne Greer**, former Co-chair of the Wellness Committee, retired in December. She provided great leadership for the committee and her presence will be missed. Yvonne worked hard on the monthly tips which were enjoyed not only by MHD, but other City of Milwaukee departments.



Milwaukee may not have had a white Christmas this year, but the MHD Lab had a White Elephant Gift Exchange pot luck in December. Left to right: Steve Gradus, Ben Hui, Valdis Kalve, Julie Becker, José Navidad, Sanjib Bhattacharyya, Elizabeth Zembrowski, Manjeet Khubbar, Dave Bina, Dave Griswold, and Brad Krause



#### WELCOME, ANN AND QUILLA!





Meet Ann Patz and Quilla Banks – our new MHD payroll team. After a couple of weeks of Jim Patzer's excellent training, they're out of the gate and running strong!

#### CONGRATULATIONS, JIM!

And congratulations to **Jim Patzer**, who has left payroll to join the IT staff, and is working with **Jeff Hussinger** and **Luanne Schimmel** to make sure our computers keep communicating with our systems.





## MHD LAUNCHES NEWLY DESIGNED WEBSITE!

By Laura Vanderbilt

It's been a long and winding road that has (finally!) led us to the launch of our new website:

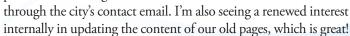


Much planning went into this project within the Health Department (MHD), and many people had a hand in bringing it to fruition, including:

- Disease Control and Environmental Health, who spearheaded the project
- MHD Communications and the City's IT Department, who both facilitated the planning and performed considerable pre-work and support
- The folks at Northwoods, who did the site design and support through launch
- Our UW Population Health Service Fellows, who continue to work with our various divisions to rewrite and reconfigure content
- Our HIPP (Health Internet Page Planners) Group (web-editing team), who helped prep for the launch and are now helping to find and fix post-launch bugs
- The Executive Leadership Team, who provided support and help at critical points in the process

The result is a site that gives easier and quicker access to our information for anyone who visits it, as well as a site that receives more attention. I've already seen this in a few places. I now see

a lot more web inquiries coming through our own contact email, as opposed to receiving them second-hand



So, how does this new site look, and how does it work? (Go to www.milwaukee.gov/health for a first-hand look.) The pages are no longer arranged departmentally/topically along the left side of the screen. They are now accessed through categorical popdown menus or alphabetically along the top of the page. The categories are meant to be more user-focused than organization-focused, but I think that those of us with an internal perspective will also pick up on them pretty quickly. Within the alphabetical index you'll notice that some topics have more than one page (containing identical content), since for some topics there is more than one commonly used search word (e.g., immunizations, shots and vaccines).

Once you land on an alphabetical listing, you'll notice another improvement — the addition of short descriptions of each linked page. Studies show that people like to know more about the page they're about to click through to before committing the time to open that page, and this has become a web standard for good navigation design that our site now has as well.

Another improvement that is critical for us is the on-board Google translator, found in the upper-right corner of the screen. Users looking at our new site will be able to translate any of our web pages into a multitude of languages instantly.

There will be more changes to come post-launch, including:

- Refinement of the categorical menu
- Addition of meta tag keywords that will give our pages a boost in search engine results
- Improvement/rewriting of our site content
- Addition of thumbnail pictures to represent each of our web pages (further down the road)

These changes will all serve to enhance navigation speed and user experience, hopefully giving people the answers they need before they decide to give up and go to Google.

As with any new website launch, there are still some glitches to work out, but I hope everyone enjoys using the new site and I look forward to your feedback in the coming days to help create a site that we can all be proud of for its increased usability and utility!



#### NATIONAL PUBLIC Health Week Preview

Mark your calendars for this year's National Public Health Week, which will take place April 2-8. With a theme of "A Healthier America Begins Today: Join the Movement," the week will stress the importance of prevention and wellness. Whether that be through eating healthy and keeping an active lifestyle, quitting smoking or drinking, or focusing on improving one's mental and emotional wellbeing, the message is that even small preventative changes can make a big difference in a person's overall health.

Last year NPHW focused on injury and accident prevention. The MHD acknowledged the week with activities such as volleyball and beanbag toss tournaments and a poster contest for children of MHD employees. As usual, staff also aimed to educate the public with informational tables and displays featuring MHD services and NPHW theme-related information.





### RECENT NETWORK CHANGES TO PASSWORDS AND OUTLOOK EMAIL



By Jeff Hussinger

The City's ITMD (Information Technology Management Division) recently implemented a number of security and performance enhancements in December, including enabling a Complex Password Policy, Email Attachment Size Restriction, and Password Expiration every 60 days. When your current password expires and you are prompted to change your password, the Com-

plex Password Policy requires everyone to use stronger passwords which are defined as:

- 1. Must be at least eight characters
- 2. Must contain characters from three of the following four categories:
  - a. English uppercase characters (A through Z)
  - b. English lowercase characters (a through z)
  - c. Base 10 digits (0 through 9)
  - d. Non-alphabetic characters (for example: ! \$ # %)
- 3. Must NOT contain the user's account name or parts of the user's full name that exceed two consecutive characters

REMINDER: If you have a MHD-issued smartphone/Blackberry, you must also update your password on those devices (Blackberry, Droid, Windows 7 Mobile devices such as TouchPro, Ozone, Fathom).

### EMAIL ATTACHMENT SIZE REDUCTION & FREE FTP SITE

ITMD will be reducing the maximum attachment size in an E-mail from 100MB to the industry standard 25MB. For emails where you have to attach a file that is larger than 25MB, instead of emailing the recipient the file, use the City's FREE File Transfer Protocol (FTP) site to transfer large files to outside contacts, clients, vendors, etc. If you are the recipient of a file larger than 25MB, have the sender use the same site:

#### ftp.milwaukee.gov

If you are sending or receiving large files between City of Milwaukee employees use the *internal use only* FTP site:

#### ftp://ftpcty.ad.milwaukee.gov/

There is already an MHD account created on the FTP server for users to drop files under the MHD folder. Instructions for using the City's FTP sites can be found at:

http://mint.milwaukee.gov/ImageLibrary/MINT/Technology/UsingCityFTPsite.pdf



From Dr. Gass

Kudos to Nancy Castro, Becky Litwaitis, and Mount Mary student intern Tracy Pierick for setting up a booth and distributing goodie bags to local youth at the Milwaukee Wave School Day Exhibition Game on November 15th.

#### From Julie Driscoll:

I would like to give kudos to the **EFM Staff** for graduating 37 families from Empowering Families in 2011! EFM has also become an official Healthy Families America program.

Congratulations to **Songlor Xiong** for the birth of a healthy baby boy to his family.... Xyuayang Xiong.

#### From Nancy Castro:

Congratulations to Kenneth Miller, WIC Dietetic Technician (DTR), on successfully completing the Dietetic Technician Registration exam.

Congratulations to Pamela Jones, WIC DTR, MS, and Marcia Triggs, WIC DTR, MS, on successfully completing the Masters of Science program in Human Service Management at Cardinal Stritch in December 2011.

Congratulations to Angela Check, WIC Nutritionist, for successfully completing the Certified Lactation Counselor (CLC) training program!

#### From Jessica Gathirimu:

Kudos to the FCH Annual Meeting Planning Committee: Lori Hoffman, Darryl Davidson, Denise Crumble, Kim Reuter, and Theresa Remsik-Traczek who worked hard and got creative to plan a great annual meeting.

Kudos to the FCH managers for your generosity in helping to make the FCH Annual Meeting a great event to recognize all the hard work done by the FCH Division.

From Gwendolyn Altheimer:

KUDOS to **Bob McCann** and his staff and IT's **Luanne Schimmel, Regina Jagers** and **Debbie Salmon** for the help they have given CHAP with our changes at KHC and SSHC. CHAP is now in Room 121 at Keenan Health Center. We were able to make that move with just a few hours of down time, thanks to our support staff!

#### From Laura Vanderbilt:

A big thanks to the **HIPP Group** (our internet editing team) for their work in identifying and helping to fix bugs in our new site post-launch. You guys and gals rock!

Kudos to **Dr. Geof Swain**, who will be promoted from Associate Professor to Full Professor in the Department of Family Medicine at the University of Wisconsin for a 3-year term beginning in July.

#### 2011 APHA POSTER PRESENTATIONS

A number of MHD staff presented posters at the 139th Annual American Public Health Association held in Washington, DC at the end of October. The following pages display the posters and a brief description of the topic.

## Food Safety and Security in the 21st Century: A Local Public Health Agency Perspective on Strategy and Approach



By Julie Hults

DCEH poster authors included Paul Biedrzycki, Julie Hults and Sue Blaustein. The poster was also authored by external partner Jessica Dum, of Gryphon Scientific. Paul Biedrzycki presented the poster and reported that it was well received.

The poster identified that food safety and security is an emerging public health concern and that local public health agencies (LPHAs) are challenged in the areas of capacity and capability in addressing the concern. The poster went on to demonstrate that

continued on next page



#### Food Safety, continued

through collaboration with state and federal agencies as well as other stakeholders, there are strategies and initiatives that are being used to address the concern, such as the 2011 Food Safety Modernization Act (FSMA) and the Council to Improve Foodborne Out-



break Response (CIFOR). Concluding recommendations addressed how LPHAs can move forward in the areas of food safety and security, including through implementation of the FSMA, inclusion by LPHAs in information and intelligence sharing, and efforts to strengthen the capability and capacity of LPHAs.

The fact that this poster was accepted by the APHA demonstrates that the MHD continues to be a leader in areas of emerging public health concern.



#### HIV diagnoses surge in young black men who have sex with men (MSM) in Milwaukee, WI

By Bill Borzon

The poster raises questions about the need for Local Public Health Agencies to revisit their strategies and community approaches in light of a CDC Epi-Aid investigation that demonstrated a 144 percent increase in HIV diagnosis in YBMSM from 2000 to 2008. The value of Local Public Health Agencies working collaboratively with community organizations to provide effective assessment and outreach was illustrated in topics addressed in the presentation. The poster documented the

> changes in Wisconsin trends, especially risk exposure by group, race/ ethnicity and age. A model of HIV Transmission in the community was presented, demonstrating how socioenvironmental issues were contributing to the increased incidence of HIV/ AIDS among young MSM.

Finally, the poster outlined how MHD responded to the CDC Epi-Aid investigation and is now, along with partners in the com-

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# THINK HEALTH ACT NOW

munity, better prepared to address the needs of YBMSM. These multi-faceted strategies will boost HIV testing, reduce stigma in the community, and teach men to better protect themselves. By partnering with Diverse and Resilient, the Milwaukee Health Department hopes to better meet the needs of YBMSM in the community.

Future actions outlined in the poster include: developing meaningful social marketing and media campaigns, enhancing healthcare provider awareness, formulating impactful economic public policy, peer-led educational efforts and community engagement.

Thanks to Paul Biedrzycki for sharing this information at the APHA Meeting and to Bill Borzon and Irmine Reitl for co-authoring this poster.

#### **Ecocultural Family Interview Project, 2008-2011: Lessons Learned**

By Leah Jepson, Program Coordinator, EFI Project



The Ecocultural Family Interview (EFI) Project is a three-year research project funded by the Wisconsin Partnership Program (WPP) and embedded within Empowering Families of Milwaukee (EFM), a comprehensive home visitation program at the City of Milwaukee Health Department. EFM instituted the EFI Project in 2008 to help better

assess families' physical and mental health, and social and economic needs.

The EFI Project used the Ecocultural Family Interview as an

assessment tool, rather than utilizing traditional, multiple-choice assessment forms. Seventy EFM families were randomly selected to receive up to five interviews, occurring at four- to six-month intervals. A control group of 69 demographically similar EFM families were selected and were not interviewed. A total of 209 interviews were completed during the project. Each interview was recorded, then transcribed, and uploaded to the internet-based Dedoose database for further analysis.

The researchers hypothesized that by asking questions in this unique, open-ended manner, and asking the families to tell their stories in their own words, new information would be elicited. This information was then used to create better care plans and enhance service delivery, and served as a helpful tool for continuous quality improvement in the EFM program.

Experimental analysis of project outcomes is ongoing, as is a comparison of administrative data outcomes between the treatment and control groups. Final data is expected to be finalized in February 2012.





## CEH FOOD SECTION STATUS UPDATE: FDA RETAIL FOOD PROGRAM STANDARDS PROGRAM

By Sue Blaustein



In March 2010, the MHD Consumer Environmental Health section enrolled in the Retail Food Program Standards program run by the Food and Drug Administration (FDA). The FDA Program Standards set guidelines for retail food regulatory programs in eight key areas, as part of an effort to standardize and improve food safety regulation nationwide.

Any jurisdiction – state, tribe, county or city – that regulates retail food sales and service can enroll. The program is voluntary, but provides worthwhile benchmarks for any program that strives for excellence and consistency.

The first step of the program is a self-assessment. This tool allows program staff to see which standards their department already meets, and where work remains to be done. Once the assessment is done, program managers can allocate resources and make plans to meet all standards eventually. Down the road, FDA will audit our program to verify that standards are met.

CEH staff members have completed the self-assessment. The audit called for a review of our ordinances, state codes and statutes to establish that we have the foundation in law to run

an effective program. Standard 2 calls for a review of inspectors' training and credentials, to assure that the staff is adequately prepared to work in today's environment.

Standards 3 and 4 require that food establishment inspections follow science-based, process-oriented principles (Hazard Analysis Critical Control Points or HACCP). The assessment looks at how the inspection form, inspection protocols and department policies support this. To meet Standard 4, continuous evaluation and quality control activities must be incorporated into annual work.

Standard 5 is concerned with a program's capacity to investigate and respond to foodborne illness outbreaks and incidents of intentional food contamination. The MHD made great strides in this area in 2011, when food, lab and communicable disease staffers worked together to develop an up-to-date and comprehensive protocol. They received grant funds and guidance for this project from the Committee to Improve Foodborne Outbreak Response (CIFOR), a national project.

The remaining standards concern compliance and enforcement policies, industry and community relations, program support, and resources and ongoing evaluation. In the near future, the CEH program will also be audited by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)'s Division of Food Safety and the Food Safety and Recreational Licensing Section of the Wisconsin Department of Health Services (DHS).

To prepare for this audit, CEH staff have reviewed and updated many sections of their procedure manual to reflect current practices and technology. Preparing for the state audit will make it that much easier to prepare for an FDA audit.

The end result of all this activity will be an assurance to City of Milwaukee taxpayers, residents and permit holders that they are protected from foodborne illness by a program that meets nationally recognized, 21st-century standards.

#### FDA RETAIL FOOD PROGRAM STANDARDS PROGRAM

- 1 Regultory Foundation
- 2 Trained Regulatory Staff
- 3 Inspection Program Based on HACCP Principles
- 4 Uniform Inspection Program
- 5 Foodborne Illness and Food Defense Preparedness and Response
- 6 Compliance and Enforcement
- 7 Industry and Community Relations
- 8 Program Support and Resources
- 9 Program Assessment



#### RETIREMENTS

Thank you to all who have devoted their careers to educating, empowering and improving the health of Milwaukee's citizens. Your many years of service are deeply appreciated.

Ruth Gomez	Program Assistant I	IMM	ZMB
Yvonne Greer	Nutritionist Coordinator	SHP	NWHC
Annie Jones	Accounting Assistant II	ADM	AMB
Jenny Lazuardi	Public Health Nurse	CHOP	NWHC
Jeff Propp	Environmental Health Specialist II	HEH	ZMB
JoAnn Smolarek	Accounting Assistant II	ADM	ZMB

#### NEW STAFF/REINSTATEMENTS/APPOINTMENTS

Jazmine Jurkiewicz	Accounting Assistant II	ADM	ZMB
Ann Patz	Personnel Payroll Assistant II	HR	ZMB
Ouilla Banks	Accounting Assistant II	ADM	ZMB

#### **PROMOTIONS**

Debra Husar	Program Assistant I	CEH	ZMB
Lindor Schmidt	Environmental Hygienist	LPP	ZMB
Jane Sizemore	Office Assistant III	PNC	ZMB
Jim Patzer	IT Support Associate	IT	ZMB

#### **TRANSFERS**

Polly Belcher	Public Health Nurse	CD	ZMB
Donna Howe	Environmental & Disease Control	CEH	ZMB
Linda Wabanimkee	Office Assistant II	HEH	ZMB

#### RESIGNATIONS/INTERDEPARTMENTAL TRANSFERS

We also bid farewell to the following staff members and wish them well in their new endeavors:

Maricela Cortes	Clinic Assistant	WIC	KHC
Marquetta Flowers	Public Health Aide	TB	KHC
Kathryn Murphy	Public Health Nurse	EF	SSHC
Ann Porreca	Public Health Nurse	STD	KHC
Ray Weitz	Health Personnel Officer	HR	ZMB
Mat Wolters	Pandemic Flu Coordinator	DCP	ZMB

Deadline for Next Issue: MAY 15, 2012 Send materials to Julie Becker at jnbecke@milwaukee.gov



BASKET	GALOSHES	PUDDLE
BUDS	HAIL	ROBIN
BUNNY	HEART	RAINBOW
CHOCOLATE	JACKET	ST PAT
CLOVER	JELLY BEANS	STORM
CROCUS	LAMB	THAW
DAFFODIL	LEAF	THUNDER
EASTER	LIGHTNING	UMBRELLA
FAUN	MUD	VALENTINE
FLOWER	PEEPS	WARM



Mayor Tom Barrett



Tom Barrett, Mayor Bevan K. Baker, Commissioner of Health www.milwaukee.gov/health

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